



Downtown Muskegon Business Improvement District

Meeting Agenda

March 27, 2018

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

- 1) Call to Order
- 2) Introduction of Elizabeth Tibbe
- 3) Consent Agenda
 - a) Approval of Agenda
 - b) Approval of Minutes from the meeting Jan. 23, 2017
 - c) Acceptance of financial statements as of Feb. 28, 2018
- 4) Public Comment (on an agenda item)
- 5) New Business
 - a) Landscaping agreement with Muskegon DPW for summer 2018
 - b) Planter services agreement for summer 2018
 - c) Live Downtown Muskegon initiative
 - d) Social (drinking) Districts in Michigan
- 6) Other Business
 - a) First Friday event hiatus
 - b) Next meeting is Tuesday May 22, 2018 4 p.m. chamber training room, 380 W. Western Ave. Suite 202, Muskegon, MI or at the call of the chair.
- 7) Adjournment

To: BID board members

From: Dave Alexander, DMN executive director

Date: 3-21-18

Re: Background on agenda items for March 27 meeting



Please contact myself or Chairman Doug Pollock if you are unable to attend the March Business Improvement District Board meeting Tuesday March 27 at 4 p.m. in the chamber training room, 380 W. Western Suite 202, Muskegon, MI 49440. Here are my comments on the agenda items:

Elizabeth Tibbe: Megan Jones replacement – maybe Bob Tarrant can explain the need – is expected to be at the meeting. I have put Elizabeth's resume at the end of the agenda packet. She will begin this Monday. Please welcome her on board.

Financial statement: The statement reflects a payment of \$155,760 from winter property taxes paid in February. Delinquent assessment payments will come from the county through its delinquent tax bond by mid June. The 2018 initial assessment payment gives the BID \$174,634 in its account with the city of Muskegon.

Landscaping agreement: As directed last meeting, I have met with city DPW staff and we are presenting you a letter of understanding for landscaping services for 2018. The agreement is the same as 2017 in terms of scope of work. The cost of \$20,000 reflects the \$13,000 in the last agreement and the additional \$7,000 the BID board put towards landscaping to better cover the city's costs last summer. The \$20,000 is as budgeted for this year. I am very happy to have the city again working on landscaping downtown, which never looked better than it did in 2017. New city Community Services (DPW) Director Leighann Miksel will be at the meeting to introduce herself to you and answer questions. This would be a great time to discuss future landscaping needs downtown and strategies for expanding the landscaping services into the Terrace Street and Clay Avenue areas as desired by the board.

Planter services contract: Also on the agenda is the Barry's Flower contract for the 61 planters in the BID. Barry's provided a great service in 2017 and as directed

I have an agreement with the local company for 2018. The cost as quoted by Barry's reflects a 5 percent increase to a total of \$10,354 for 2018, including all flowers and maintenance. The 2018 contract is within the 2018 landscaping budget and is still lower than two of four bidders on the work in 2017.

Live Downtown: I will give you an update of the DMN initiative and walk you through the various living options we now have downtown and those we expect to see in the coming few years.

Social Districts: I will also give you an update on the effort for state enabling legislation to "walk an open beer down Main Street" in Michigan.

First Fridays: With the loss of Megan Jones, it gave me pause to reconsider DMN's efforts on events. I have decided to put First Fridays on a hiatus for now but may work with Elizabeth to start them up in the summer for street performers and touch the truck. I will work with our partners at the chamber and the city to find the best way forward. In the meantime, the \$2,500 budgeted for First Fridays in the BID marketing/events budget has been put on hold.

Downtown Muskegon Business Improvement District

Meeting Minutes

Jan. 23, 2018

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

1) Call to Order: 4:02 PM

Attendance:

Doug Pollock (Chairman), Clyde Whitehouse, Bob Tarrant, Gary Post (Vice Chairman) and Phyllis Watson-Laudermill.

Excused Absent(s): John Riegler, Mike Hennessy, Bruce Lindstrom and Frank Peterson.

Guests: Dave Alexander, Downtown Muskegon Now director, Carla Flanders, chamber vice president, Megan Jones, DMN marketing-events and Dennis Lohman, Northwester Industrial Sales.

2) Consent Agenda

- a) Approval of Agenda, minutes Nov. 28, 2017, and acceptance of the financial statements as of Oct. 31, 2017,

Motion: Phyllis Watson-Laudermill

Support: Bob Tarrant

Vote: All voted in favor

3) Public Comment (on an agenda item) – The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like.

4) Unfinished Business

- a) Dave Alexander gave an overview of the snow removal so far for this winter. BID is contracting with city DPW for the sidewalks, Summit for the Western parking lots/alley and Terrascape for Midtown. There have been no significant issues nor complaints.
- b) Dave Alexander again brought the condo electric bill issue to the BID board, updating them with the information that the stages electrical have been disconnected and DMN will work with stage users to bring that power service back in the spring. Carla Flanders of the Lakeshore Art Festival told the board the importance of the stage electrical services and hopes some accommodation can be found. As for the parking lots, Alexander will contact the city and then work with surrounding users to hopefully cover the costs. The BID board again reiterated the position that picking up such electrical costs would be a bad precedent. The BID was not established to pick up such "old bills." No board action taken.

- c) Dave Alexander again clarified the board's wish to seek voluntary contributions from district properties that are non-profits, governments and churches. Dave will work on the solicitation and the letter will be signed by him and Chairman Doug Pollock.

5) New Business

- a) Dave Alexander and Megan Jones had been in discussions with the city of Muskegon over needs in Hackley Park in the wake of the large crowd for the Holidays in the City the past November. Many of the needs such as lighting, sound and electrical improvements will be handled by city parks. However, the discussion also included upgrading the community Christmas tree. The consensus was to go to a permanent tree that is portable and expandable. Alexander suggested to the BID board to take the \$5,000 that was spent out of the BID's streetscape budget in 2017 for Western Market and put it toward a community Christmas tree. He suggested a \$10,000 contribution, \$5,000 from the 2018 and 2019 streetscape budgets. The BID's \$10,000 would be combined with funds from the Women's Division of the Chamber of Commerce and the city to purchase tree for about \$18,000. The annual BID streetscape budget is \$13,000 with the remainder going for downtown annual Christmas decorations. General board discussion was positive in terms of an investment in a community Christmas tree. A motion was made to support the two-year expenditure in concept.

Motion: John Riegler

Support: Mike Hennessy

Vote: All voted in favor

- b) Last year the BID board contracted with the city of Muskegon DPW to provide downtown landscaping and with Barry's Flowers for planter services. Both were selected after the BID requested proposals. Dave Alexander said he was very pleased with the service of both in 2017, saying the downtown never looked so good. BID board members agreed and asked for similar contracts from the DPW and Barry's for summer 2018 service.
- c) Megan Jones provided the BID board with a 2018 marketing and events plan for the \$24,000 budgeted for those purposes. The plan showed \$8,020 for general marketing, \$6,910 for promotions in print and online, \$2,500 for radio, \$1,100 for social media and \$5,000 for events (First Fridays and Holidays in the City). The total was \$23,530 of the \$24,000 in the budget. The board received an explanation of the mobile "geofencing" marketing product from Cumulus radio in the budget for \$2,100. The plan was presented but no formal vote taken.
- d) Dave Alexander presented a status quo agreement between the BID and Downtown Muskegon Now for administrative services. The proposed 2018-2020 "letter of understanding" is the same that the two agency's worked under in 2017. The new agreement runs the length of the current extension of the BID through 2020. It has the BID paying DMN \$25,000 a year for administrative services. Either party may terminate the agreement with 60-days notice. A motion to approve the letter of understanding was made.

Motion: Bob Tarrant
Support: Phyllis Watson-Laudermill
Vote: All voted in favor

6) Other Business

- a) Megan Jones provided information on First Fridays and other upcoming events.
- b) Dave Alexander provided background information on DMN's Live Downtown Muskegon initiative and discussion on state enabling legislation for a "designated outdoor beverage area" as has been established in Ohio.
- c) Next meeting of the BID is Tuesday March 27, 2018 at 4 p.m. in the chamber training room, 380 W. Western Ave., Suite 202, Muskegon, MI or at the call of the chair.

7) Adjournment

5:20 PM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.

ACCOUNT BALANCE REPORT FOR CITY OF MUSKEGON
 PERIOD ENDING 03/31/2018

GL NUMBER	DESCRIPTION	2017-18 AMENDED BUDGET	BEG. BALANCE 07/01/2017	ACTIVITY FOR MONTH 03/31/2018	YEAR-TO-DATE THRU 03/31/18	END BALANCE 03/31/2018
Fund 297 - DOWNTOWN MUSKEGON BID						
Assets						
297-00000-1101	CASH IN BANK		106,322.23	155,760.69	68,311.83	174,634.06
297-00000-1251	ACCOUNTS RECEIVABLE		0.00	0.00	0.00	0.00
297-00000-1271	SPECIAL ASSESSMENT RECEIVABLE		0.00	0.00	0.00	0.00
TOTAL ASSETS						
			106,322.23	155,760.69	68,311.83	174,634.06
Liabilities						
297-00000-2100	ACCOUNTS PAYABLE		925.00	0.00	(925.00)	0.00
TOTAL LIABILITIES						
			925.00	0.00	(925.00)	0.00
Fund Equity						
297-00000-3400	FUND BALANCE UNRESERVED		105,397.23	0.00	0.00	105,397.23
TOTAL FUND EQUITY						
			105,397.23	0.00	0.00	105,397.23
Revenues						
297-00000-4161	SPECIAL ASSESSMENTS	0.00		155,760.69	156,365.49	156,365.49
297-00000-4805	CONTRIBUTIONS	0.00		0.00	3,000.00	3,000.00
297-00000-4901	OP. TRANS FROM GENERAL FUND	0.00		0.00	0.00	0.00
297-00000-4970	INTEREST INCOME	0.00		0.00	256.26	256.26
TOTAL REVENUES						
		0.00		155,760.69	159,621.75	159,621.75
Expenditures						
297-00000-5300	BUDGETED CONTRACTUAL SERVICES	0.00		0.00	0.00	0.00
297-70803-5201	OFFICE SUPPLIES	0.00		0.00	0.00	0.00
297-70803-5207	POSTAGE	0.00		0.00	0.00	0.00
297-70803-5346	CONTRACTUAL SERVICES	0.00		0.00	75,384.92	75,384.92
297-70803-5352	PUBLIC RELATIONS	0.00		0.00	15,000.00	15,000.00
TOTAL EXPENDITURES						
		0.00		0.00	90,384.92	90,384.92

Letter of Understanding

City of Muskegon DPW and Muskegon Downtown Business Improvement District

This is a Letter of Understanding between the Muskegon downtown Business Improvement District (BID) and city of Muskegon Department of Public Works (city) concerning landscaping in downtown Muskegon for the spring, summer and fall of 2018. City and BID officials will work together to provide superior service for the best presentation of downtown possible.

The BID board voted on March 27, 2018 to accept the offer of the city of Muskegon to provide landscape services this summer. That offer excludes preparation and maintenance of the flower planters throughout the BID district. The planter work will be done for the BID by Barry's Flower Shop of Muskegon for summer 2018.

The city will perform the work below on a **time and material basis not to exceed \$20,000**.

Scope of Work

Lawn Fertilization/Weed Control

- 4 fertilization applications on medians and terraces between Third Street and Terrace Street along Western Avenue
 - o Spring (completed by June 1)
 - o Early Summer (completed by July 30)
 - o Late Summer (completed by September 30)
 - o Fall/Winterized (completed by Nov. 30)
- At the same time, apply liquid weed control to the service area including:
 - o Cracks
 - o Curb lines
 - o Landscaping beds
 - o Along buildings
 - o Parking lots behind Russell Block & the Hines Building (parking area entered from Morris Avenue between Second and Third Streets).
 - o Alcoa Celebration Square rock beds at First Street and West Western Avenue

Spring Clean Up

- Removal of lawn and landscaping area debris
- Cut all ornamental grasses and annual plants to spring start height
- Remove all day Lilly dead loss and cleanout beds
- Removal all trash from landscaped beds, curbs, & open fields
- Haul all yard waste from site
- Clean-up of curb lines and dress property for appearance
- Clean-up landscaping rocks (moving back into islands) in the parking lots behind the Hines Building & Russell Block

Hardwood Mulch Installation & Bed Prep

- Pull weeds, and remove all debris from bark beds
- Install sod cut edge and prep all corners of landscaping beds
- Haul and spread shredded hardwood bark 2" deep in beds on Western Avenue between Terrace and Third Streets, including around the Third/Western traffic circle.

Trimming and Pruning

- Trim & prune shrubs, bushes & trees to promote healthy growth and uniformity
- Remove and dispose of trimming debris

Fall cleanup

- Leaf removal from plantings between Terrace Street and Third Street along West Western Avenue and in the Olthoff Stage area of Third Street between West Western and Clay avenues.

Special Instructions

Downtown Muskegon hosts several festivals thought out the summer, set up for these festivals begins on the following dates and efforts should be made to ensure regular maintenance doesn't interfere with event setup/activities. **The city will turn off irrigation the day before the noted set-up start dates.**

Event	Set-up Starts	Event times	Breakdown
Parties in the Park	Fridays 3-5 pm	Summer Fridays 5-9 pm	Same night
Taste of Muskegon	Thursday, June 14	June 15-16 11am-9pm	Sunday, June 17
Lakeshore Art Festival	Thursday, July 5	July 6-7 10 am-6 pm	Sunday, July 8
Muskegon Rebel Road	Wednesday, July 11	July 12-15 10 am-11 pm	Monday, July 16

Dave Alexander, executive director of Downtown Muskegon Now, will be the city's contact concerning BID landscaping in downtown Muskegon. Community Services Director Leighann Miksel, parks supervisor Bernadette Young and/or their designee will be the contact person for the city.

On behalf of the city Department of Public Works:

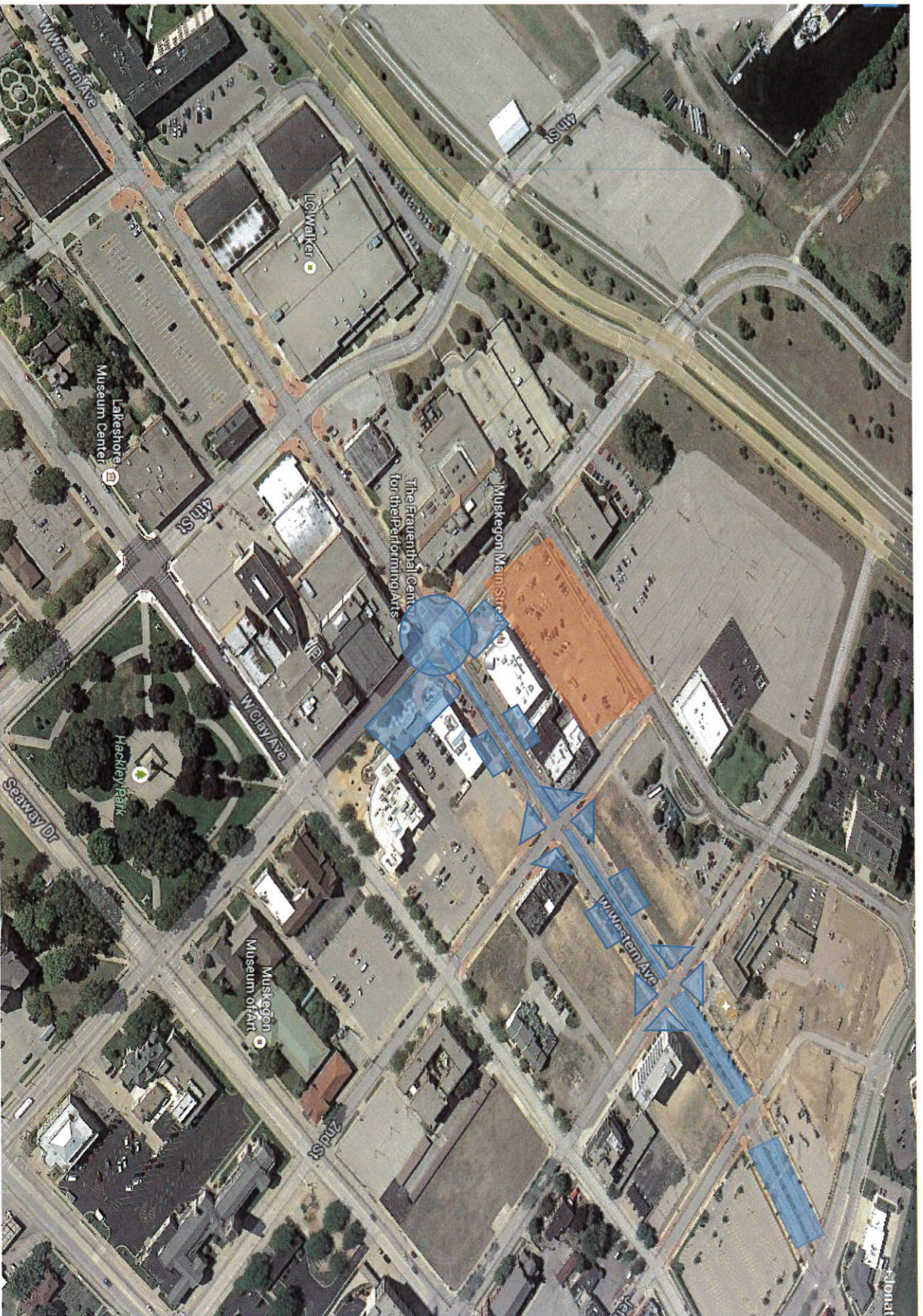
_____ Date: _____

Frank Peterson, Muskegon city manager

On behalf of the downtown Muskegon Business Improvement District:

_____ Date: _____

Doug Pollock, BID board chairman



Orange – Parking lots behind Russell Block & Hines Building
Blue – areas to receive landscaping maintenance

Dave Alexander

From: dawn barry <barrysonline@yahoo.com>
Sent: Wednesday, March 22, 2017 10:35 AM
To: Dave Alexander
Subject: Proposal for planter prep. & mainenance Downtown Muskegon

Dear Dave / Downtown Muskegon Now,

We grow the flowers, design, plant & maintain Hackley Park along with VNS Downtown, The Hearthstone, & other businesses. We work closely with the Community Foundation of Muskegon County on various projects including Hackley Park. We would love the opportunity to enhance more of Downtown Muskegon. We looked at all of the planters and are assuming they all have drainage? If not we can fix that, but there would be an extra charge for which I did not include in the proposal at this point. We corrected drainage & designed and planted the metal planters at Hank's Tavern on Henry Street. We have checked the soil currently in the 61 planters and we would replace with our premium planting mix ideal for these planters. We would also apply natural mulch to all 61 planters to help hold moisture, reduce erosion, reduce weeds, and give a "finished look". The design for all 61 of the planters include flowers that will bloom & look full and beautiful until frost. From our experience with watering, we would be checking on these planters daily. Our water for the planters would include the same exceptional fertilizer we use in our watering system at Barry's. We would be prepared to replant any flowers that do not look full and beautiful throughout the season. We included the two separate quotes but both projects should be done by the same company. Our design of flowers should be maintained a certain way. We would love to work with you and discuss this project further so we could accomplish your goals. Thank you for the opportunity to quote this project.

Quote for preparing all 61 planters and planting with flowers is \$7854.00.
Quote for watering, fertilizing, and maintaining 61 planters is \$2000.00.

Sincerely,

Dawn Barry

Barry's Flower Shop & Greenhouses

3000 Whitehall Rd. Muskegon, MI 49445

231-766-3031

fax: 231-766-3902

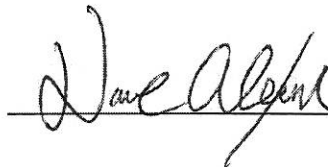
www.barrysgreenhouse.com

Dave Alexander

From: dawn barry <barrysonline@yahoo.com>
Sent: Wednesday, March 29, 2017 10:43 AM
To: Dave Alexander
Subject: Downtown Muskegon Now Planters Contract

Dave Alexander / Downtown Muskegon Now
Business Improvement District
380 W. Western Ave Suite 202
Muskegon, MI 49440

Please sign & date below as approval of our proposal including replacing soil, planting flowers, mulching, watering & maintaining 61 planters in Downtown Muskegon as described in bid. Payment of \$7854.00 will be due June 1, 2017. Payment of watering will be billed as \$1000.00 due July 1, 2017 and \$1000.00 due September 1, 2017. Thank you for this opportunity to add enhancements to Downtown Muskegon. Please let us know if there are any questions or concerns.

 - on behalf of the 3/29/17
Muskegon Business
Improvement District

Sincerely,

Dawn Barry / cell: 231-206-7345
Barry's Flower Shop & Greenhouses
3000 Whitehall Rd. Muskegon, MI 49445
231-766-3031
fax: 231-766-3902
www.barrysgreenhouse.com

- as approved by the
BID Board
March 28. 2017

Dave Alexander

From: dawn barry <barrysonline@yahoo.com>
Sent: Friday, March 9, 2018 10:10 AM
To: Dave Alexander
Subject: Re: Downtown planters for 2018

Hi Dave,
Sorry I've been swamped too! For this year, I would like to propose a total of \$10,354.00. to include the flowers, amending the soil, planting, maintenance and watering all summer and fall. Let me know what you think.
thank you,
Dawn Barry

Barry's Flower Shop & Greenhouses

3000 Whitehall Rd. Muskegon, MI 49445

231-766-3031

fax: 231-766-3902

www.barrysgreenhouse.com

On Wednesday, February 28, 2018 04:13:11 PM EST, Dave Alexander <DAlexander@downtownmuskegon.org> wrote:

Dawn, good late winter to you:

The Downtown Business Improvement District Board was very pleased with your company's downtown planter services for 2017. We would like to contract with Barry's Flowers again for 2018. I have attached last year's agreement and planter map. There have been and will be a few more location changes but the overall number of planters should be the same.

Can we talk some time the week of March 12 to come to an agreement on 2018? I am very busy until then. I would like to have a deal settled by the next BID board meeting March 27. If you have any questions or concerns prior to that please call me or email me.

In advance, thanks for considering downtown again in 2018. Have a great evening.

2018 Downtown Planter Map



KEY:

-  BID District
-  BID planters in downtown (there are 27)
-  Tin planters on Western (there are 34)
-  Future areas

Social Districts for Michigan

- Designated Outdoor Refreshment Areas are allowed in Ohio law and three communities have implemented the ability to walk with an open container of alcohol in designated areas. In Michigan we may call them Social Districts.
 - Ohio law gives local communities the option of adopting a local ordinance for a DORA that can provide a district suited to each community's needs and concerns. Canton, Ohio might be a good model.
 - A Michigan law would need to be adopted to provide enabling legislation for DORA-like districts in Michigan.
 - There are some quiet movements and initial support around the state to explore a DORA law for Michigan.
 - Downtown Muskegon Now, the Muskegon Lakeshore Chamber of Commerce and Muskegon downtown establishments – Unruly Brewing Co., Pigeon Hill Brewing Co. and the 18th Amendment Distillery – are all supportive of exploring enabling legislation.
 - Here are three helpful links:
<http://codes.ohio.gov/orc/4301.82v1>
<http://cantonartsdistrict.com/designated-outdoor-refreshment-area-begins-this-friday/>
<https://localtvwjw.files.wordpress.com/2016/04/dora-communication.pdf>
-

For more information or to discuss the concept, contact:

Dave Alexander

Executive Director

Downtown Muskegon Now

231-215-8827

dalexander@downtownmuskegon.org



Why Downtown Muskegon?

- ◆ Walk to restaurants, breweries and distilleries
- ◆ Join 10,000 of your friends at the Muskegon Farmers Market
- ◆ Celebrate motorcycles, Irish music, Hackley Park, arts and crafts, Christian music, Polish culture, jazz music and more at annual festivals
- ◆ Cheer on the home teams Muskegon Lumberjacks, Muskegon Risers and West Michigan Ironmen at the L.C Walker Arena
- ◆ Take in Muskegon Lake sunsets at Heritage Landing
- ◆ Continue your education at the Muskegon Community College Sturris Center ,Baker College's Culinary Institute of Michigan and Hackley Library
- ◆ Experience art, history and culture at the Muskegon Museum of Art, Lakeshore Museum Center, Muskegon Heritage Museum and the Hackley and Hume Homes
- ◆ Shop local with specialty retailers at the Century Club Center, Western Market, Cheese Lady, Front Porch and Vintage Redefined
- ◆ Bike, run or walk on the Lakeshore Trail along Muskegon Lake

Learn more at downtownmuskegon.org/live

Living Options



Berkshire Senior Housing
berkshiremuskegon.com



Heritage Square Townhomes
heritagesquaremuskegon.com



Lakeview Lofts
lakeviewloftsmkg.com



Watermark Lofts
watermarkcenter.com/lofts



Terrace Flats
hinmancompany.com/portfolio/
terrace-flats



Terrace Point Landing
terracepointlanding.com



Midtown Square
allenedwin.com/communities/all-
communities/midtown-square/



Highpoint Flats
highpointflats.com



Amazon Apartments
amazonapartments.com



Renaissance Place
myrenaissanceplace.com



Nelson Place Apartments
231-727-4077



Nelson Neighborhood



Nims Neighborhood



McLaughlin Neighborhood



ELIZABETH TIBBE

616.240.4558 / tibbephotography.com / tibbecreative@gmail.com

PROFILE

Driven student on a gap year studying communications with coursework in marketing, graphic design and photography. Proven skills in social media management, organization, and leadership with a background in journalism and customer service. Looking for an opportunity to develop existing skills and learn new ones in a setting that allows interaction with the community.

AWARDS & ACTIVITIES

- Design, photo, and editorial awards from Michigan Interscholastic Press Association
- Best sports coverage from Associated Press as an intern with 92.1 WGHN
- Grand Haven boys rugby coach and manager
- Editor-in-Chief of high school newspaper as well as managing and section editor
- Freelance, self-taught graphic designer

SKILLS

- Social media marketing
- Web content development
- Wordpress experience
- Copywriting
- Project management
- Adobe creative cloud
- Journalism background
- Photography
- Reliable and professional
- Organized
- Fast learner and self motivated
- Self taught and curious
- Attention to detail
- WebLink system experience
- Microsoft experience

REFERENCES available upon request!

WORK EXPERIENCE

Project Manager

The Pump House / September 2017 - current (part-time)

- Assist in social media campaigns
- Develop and promote catering programs
- Draw in business during off seasons
- Daily customer service

Marketing and Communications Intern

Muskegon Lakeshore Chamber of Commerce / January 2017 - current (part-time)

- Weekly social media posting
- Creating and editing Chamber publications
- Design graphic communications for multiple mediums
- Regularly update Chamber website
- Front desk duties such as answering phones and directing inquiries

Advertising Designer

GVSU Lanthorn / December 2016 - June 2017

- Design online and print advertisements for clients
- Design and produce special edition guides for campus such as housing guide, guide for going out, etc.

Event Photographer

Atavus Rugby and Football / contract work

- Photograph USA rugby training camps in the mid-west
- Work with U.S and international coaches during camp
- Deliver photos within time window around event

Radio Intern

92.1 WGHN / December 2015 - June 2016

- Write, record and edit original segments daily
- Produce commercials for clients
- Edit together pre-recorded segments on a deadline

Customer Service and Social Media Manager

Kilwins Grand Haven / May 2014 - December 2017

- Serve customers on a daily basis and manage store presentation
- Manage employees and run the store in absence of owners
- Run all social media accounts and plan promotions
- Form professional relationships with other local businesses and integrate business into the community